

Pre-RFP Informational Session Agenda
RFI-7-35
Indiana State Personnel Department (SPD)
Employment Advertising Services

SPD will be hosting a Pre-RFP Informational Session on:

October 11, 2006
10:30 a.m. – 11:30 a.m., ET
Indiana Government Center Complex
Conference Room 20
402 West Washington Street
Indianapolis, IN 46204

- I. Introductions
- II. Discussion of Request for Proposal (RFP) process by Indiana Department of Administration
- III. Discussion of Minority and Women's Business Enterprise Requirements
- IV. Description of RFP:

SPD will be seeking respondents, through an upcoming RFP, for employment advertising services that will provide a means for rapid and easy interchange of written information (i.e., e-mail or facsimile) with SPD for the receipt, approval, and placement of ads in the shortest possible time.

SPD places advertisements on an as needed basis on behalf of agencies and departments seeking qualified candidates for a variety of positions. SPD may also be seeking assistance with the creation of other recruitment advertising materials. The anticipated scope of work may contain the following:

- 1. Prepare final ("camera-ready") proof, including cost estimate and layout or graphic design requested. All cost estimates should break down the publisher price and any mark-up by the advertising agency to cover fees.
- 2. Provide research services for determining the best vehicles for reaching potential candidates and best placement practices (i.e., professional/managerial section vs. general section) for a given type of job vacancy.
- 3. Provide creative and copy writing services as requested.
- 4. Place classified advertisements in all designated publications, including electronic Internet publications, broadcast media, and nontraditional media as

determined or approved by the SPD.

5. Review advertisements as published for accuracy and compliance with instructions.
6. Provide reports of advertising activity as requested and in a format acceptable by SPD.
7. Fulfill advertising requests on demand for any local, regional, or national publication and/or Internet sites.
8. Provide SPD with a camera-ready proof for approval before committing an advertisement request to the publisher(s). SPD may order changes or alternations to the proof. Supplier guarantees that the ad will appear as proofed, plus any corrections or alternations requested.
9. Provide SPD with total flexibility and choice with regard to the copy, layout, placement, and size of the advertisement placed.
10. Prepare ads in an economical (low cost) layout unless otherwise requested. Supplier does not design layout with features that will increase publisher price except as requested by SPD.
11. Provide cost estimates as requested, which may frequently include multiple cost estimates for alternatives in ad design and placement. For example, cost estimates for different ad sizes, display versus column, and/or full versus partial circulation are frequently required to assist SPD in choosing how to advertise a given position.
12. Deadlines for cost estimates will be as follows:
 - **Working against a same-day deadline** - Cost estimates and proofs should be provided within one hour.
 - **Working with a publisher or other media source that we use on a regular basis/no immediate deadline** - Cost estimates and proofs should be provided within two hours.
 - **All other cost estimates and proofs** - Provided as quickly as possible, and no later than 1:00pm EST, the next business day after the day of request.
 - Cost estimates should reflect discounts' resulting from ad agency use.
 - Cost estimates provided by Supplier must be firm so that actual invoice does not deviate significantly from cost estimate.
13. Potential Recruitment Advertising Initiatives/Needs:
 - **Job Display Board:** recruitment advertisement board that is utilized at job fairs to display pictures of state government. Potential new boards may be purchased as well as changes to the current table top version.

- Classified advertisements in all designated publications, including electronic Internet publications, broadcast media, and nontraditional media.
- Business Cards: Design business cards that can be handed out to potential applicants with web site address and brief benefits description.
- Brochures: Employment brochure and other brochures that discuss state government. (These brochures might be published in Spanish).
- Recruitment Video: Discuss opportunities available in State Government. (The last video was created in English, Spanish and Closed Caption).
- Giveaways: Create the graphic design for giveaway items that the state might purchase utilizing the brand.

V. Questions and Answer Session

Prior Solicitation: N/A

Additional Information
IDOA PROCUREMENT LINKS AND NUMBERS

www.in.gov/idoa/proc

1-877-77BUYIN (8946) For Vendor Registration Questions

buyindianainvest@idoa.in.gov For Inquiries Regarding Substantial Indiana Economic Impact

- A. www.BuyIndiana.IN.gov
Link to the developing “one stop shop” for vendor registry with IDOA and Secretary of State, MWBE business loop up, etc.
- B. Secretary of State of Indiana
Can be reached at (317) 232-6576 for registration assistance. www.in.gov/sos
- C. Indiana Economic Impact Form
Online version available at www.in.gov/idoa/proc (drag down page to “Indiana Economic Impact” link)
- D. Minority and Women Owned Business Enterprises
www.in.gov/idoa/minority for more information www.BuyIndiana.IN.gov for table of IDOA certified MBEs and WBEs.
- E. RFP posting and updates
Go to www.in.gov/idoa/proc (select “current Solicitation Opportunities” link)
Drag through table until you find desired RFP/RFI number on left-hand side and click the link.
- F. Information Technology (IT) Standards and Policies
Go to <http://www.in.gov/iot/architecture/> (select Architecture and then click on Standards and then on Policies)